

BETTER ROADS  
IN CALIFORNIA  
ARE REPORTED

Lower California, known chiefly to motorists for its miniature Monte Carlo at the Santa Monica and especially popular as an auto offering, is reported to be in the process of being improved to such an extent that it will be known for its good roads as well as for its scenic beauty.

The latest highway improvement in the state which for several centuries served as headquarters for the colonization of the western coast, is an excellent surfaced road between Mexico, the capital city of Lower California, to the Imperial Valley and Rosamunda, the chief Pacific port of the peninsula.

This highway winds through the desert and mountains for a distance of 166 miles and is extremely important as a means of transportation of merchandise to the coast, and as a military road. It was over this road that the present Mexican administration proposed, several months ago, to send an army against former governor Esteban Castro, to enforce his withdrawal from public office.

AMERICAN MOTORCYCLES  
ARE IN EVERY COUNTRY

The popularity of the American motorcycle is not limited to home territory. Two wheeled American motorcycles are to be found in practically every country in the world. In South Africa, Australia, New Zealand, China, Japan and all over continental Europe as well as in England the superior qualities of the American machine have earned it a reputation well in keeping with expected results in other lines. In spite of unfavorable rates of exchange the demand from abroad has always exceeded the supply. In South America the first motor vehicle to cross the continent was an American motorcycle.

BULLETS DRILL  
FREIGHT CAR  
FULL OF AUTOS

Jack O'Connell and Lee Taylor of the El Paso Motor company had been waiting the freight depot daily for the last two weeks expecting to find a shipment of Scripps-Booth cars that left Detroit more than a month ago. Yesterday afternoon the cars made their appearance after being lost for ten days. The shipment consisted of the 120 top grey finished automobiles for Mexican trade. They were not what they expected, but they were glad to get anything that looked like a Scripps-Booth.

When the last car was unloaded four bullet holes were found and an examination of the freight car disclosed them more.

O'Connell was sure a mistake had been made and that the shipment was from Mexico and not Detroit, but the car had come from the auto metropolis. The last conclusion reached was that some hunter up the line after a day of release had decided to take pot shots at a passing freight train. That he did not miss is proven by the bullet scarred car at the company's Mesa avenue showroom.

Pneumatic Equipment  
Supercedes Solids

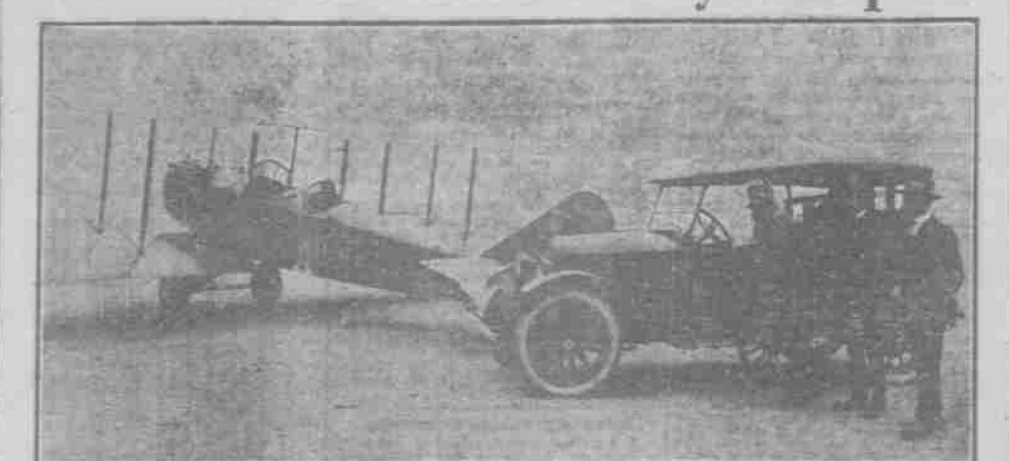
Again and again one hears the story, "changed from solids pneumatic equipment." The popularity of heavy duty pneumatic tires for trucks is rapidly gaining momentum. Some idea of the extent of the movement may be had from the fact that in trucks from 1/2 ton to five tons, 27 have changed from solids to pneumatics and 21 from solids to optional equipment.

In the ten trucks, eight are now pneumatic and 11 optional with or without pneumatic tires. They are regularly on pneumatic and 23 optional. In 1/2 ton, two are already on pneumatic and 21 optional. Even in five ton trucks the pneumatic tire is making headway.

In the opinion of high officials of the Miller Rubber company, the pneumatic will ultimately be the tire adopted for long distance hauling. If the proper inflation on pneumatics is strictly adhered to these tires will deliver more mileage and more service with more comfort than solids.

The pneumatic has in its favor both superior traction and superior cushioning. It saves gas and oil consumption and lessens mechanical repairs and depreciation. It protects both road and load. It has greater hauling radius, increased speed and affords drivers comfortable working conditions.

## Auto Wheel Rushed By Airplane



F. M. HANSELL, president of the El Paso-Overland company believes in service with a big 8 when it comes to keeping Overland owners in a good humor. Nothing is too good for Overland drivers in his opinion and when a telephone call came to the agency last Thursday from Los Angeles, N. M. asking for a right front wheel in a hurry there was nothing he but to get that wheel there as quickly as possible.

The president called "Red" Lester, sales manager of the company, into conference. There was no time for several hours; all of the demonstration cars were out and no telling when they would be back.

Lester put in a phone call for his old army buddy, E. V. Thomas, an El Paso aviator, who promised to have his plane ready to fly as soon as Lester could get the wheel sent to the starting point. Luckily an Overland owner drove up to the showroom just then and gladly entered into the spirit of the emergency. Lester hurried him to carry the wheel to the aviation field.

Some identification from the Overland driver was received at 3:30 in the morning. Breaking a few

speed laws, Lester arrived at the aviation field of the plane twenty minutes later, threw the wheel and himself into the passenger seat and at 10:15 the wheel was on the Overland car, 16 miles away and the owner off to his job with a smile.

According to Mr. HANSELL this is the first time around El Paso that automobile service has been rendered via airplane. When asked if he intended to make this means a part of Overland service he smiled and said:

"You never can tell what the El Paso-Overland company will do next."

As compared to current demand, Lester developments clearly indicate that a steady and increasing demand in the production of motor cars emphasized at an early date conditions in the tire business, which are now manifest in practically all lines, and there will probably grow from now on by the millions on the part of financial authorities to single out the motor and allied industries as the vulnerable spot in present developments.

Starting in mind the fact that tire manufacturers were during the period of war, as regards production, under 30 per cent curtailment and that they emerged from this restriction to find the 1918-1919 shortage of tires so great that it is safe to say that tire stocks, in comparison to the daily demands, were in 1918-1919, at best a very small quantity. It is not far from the truth to say that the tire shortage of the past few years was the result of speculative buying for the part of the trade, who through the winter months of 1918-1919 were daily expecting an advance in prices which finally took place in March, 1919. This heavy buying, during what is usually the dull period in the tire business, had the effect of making manufacturers to over-estimate the possibilities of a continued strong demand, justifying limited production. Reports covering actual stocks held by the manufacturers themselves have been much exaggerated. The bulk of the surplus in the hands of the trade, and being steadily reduced towards normal proportions.

"While it is pleasant to find necessity for extraordinary selling effort, it is doubtless fortunate that the tire industry was one of the first to get the very first representative of big interests to find necessity for taking the tire over temperature. Consequently may occupy the period of our mid-winter season, but the demand by the tire trade will be greater than ever, because granting that necessity for economy has been met, the fact remains that, according to the monthly production figures of Mr. Ford and other rubber manufacturers, there are for every motor which may for any reason be relegated to dead storage, scores of new cars being placed in service. Further, the use of pneumatic tires on light and even comparatively heavy trucks, is becoming so universal that the tire field from a commercial basis shows a constantly widening scope.

"The tire business is all right. Excess enthusiasm, generated by unusual conditions prevailing for some four years back, has earned tire manufacturers the period of introduction which is now upon us. "Given at this moment the demand for tires for Ford cars and other sizes, especially popular, is so great that require in one plant maximum production and daily express shipment to branches in order to keep in pace with customers' daily needs."

RADER'S SHOP  
IS MOVED INTO  
NEW BUILDING

Charles Rader's new building at 515 North Pecos street is finished and he and his machinists have spent the past week in moving from 518 Texas into the new home. The building is 15 by 40 feet. In addition to the large bath, grill and planers which he had at the old place Mr. Rader has added some improved machinery for the boring of automobile cylinders and turning out crank shafts to order. Mr. Rader's shop is known from the Pecos river to the Colorado river and there is seldom a day that some difficult piece of motor car machine work is not shipped in to him from the far bounds of the territory.

"We were established in Texas street," said Mr. Rader, "and did not wish the loss of motor. The building was sold to a firm that needed the space as we had to make a change. As long as I had to go out of the old place I decided to build my own building and have it designed for the best disposal of light and machinery. Now that we are in I am glad we were forced to it."

Mr. Rader said he expected to resume business and have all his friends out Monday to inspect the new plant.

Maxwell Car Stands  
Mud And Sand Tests

"Recent tests of William Urbanow, of West Columbia, Tex., stamps the Maxwell as the champion mud car. To this should be added the tests of the Maxwell on mountain roads and through the sand," says F. W. Smith, of the Lester Motor company. "It also deserves the title of 'mud champion.' Recently we made a trip through New Mexico, driving a Maxwell 1180 miles without any repair."

"We drove over all kinds of roads, mountains and rocky, and at some places sand that looked impossible to get through. I think the progress of the Maxwell in the sand and on the mud gives it even more merit than the mud car performance recorded by Mr. Urbanow. At least we agree that it more than holds its own."

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TIRE MAKERS  
SLOW UP FOR  
LACK OF CARS

As managerial head of a concern which within the brief period of a decade has forced its way from obscurity to a leading position in what is known figured from the surplus in the hands of the "wheel division," Senator G. Lewis, vice president-general manager of the Miller Rubber company, which asked to give his opinion regarding present conditions and future prospects for the tire industry, has had to say:

"During the month of July, and even as late as August, tire manufacturers accepted a position of comparative isolation as representatives of the one big industry, showing a conspicuous preponderance of finished

## AUTO-GRAPHS

BARRY COOL, president of the Tri-State Accessories corporation, was born in Guernsey, Central America, but his parents were American citizens so he claims the United States as his native land. Before entering the tire business he was in the United States for all of his business life. He was a representative of the tire industry in Los Angeles. Upon being discharged from service he looked over a map of the U. S. and came here in the spring of 1919 and in three months had formed and launched the business of which he is now the head. Mr. Cool thinks that El Paso has the best future of any city in the United States and with the advent of Barry Cool, Jr., a month ago, he states that he anticipates spending the rest of his days here building up a big business for the younger Cool in fall

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Finley Retreads Tires,  
Owner Writes Praises

Don Finley, manager of the El Paso Vulcanizing company, has received a letter from Los Angeles that he is exhibiting with pleasure to his friends. The letter is from J. A. Buckler, a tourist, who had the local company retread a couple of tires for him, before starting for the coast. Mr. Buckler writes:

"I arrived in Los Angeles after one of the hardest trips ever made, rocks, sand, dust and chuck holes beyond number, in addition to 140 continuous miles of alkali gravel. We came through, however, without a puncture or blowout. The front tires which I have had on the car for four years look badly used up but the two rear tires which you just retreaded for me came in without a scratch and with 3000 miles in both of them. We made the last 245 miles in 13 hours flat."

## 14 Years Ago Today

From The Herald of This Date, 1906.

THE flood yesterday in the region west in the history of eastern Arizona. A large number of people are reported drowned and property damage is very large. The Coronado railway from Clifton to Lordsburg is destroyed, and it will be several weeks before business can be resumed over the road.

Work started this morning on a three-story building near the union depot that will be a handsome hotel when completed. It is owned by Mrs. and Mrs. Gus Schmitt; both have lived there for many years. Mrs. Schmitt came here when El Paso was a mere hamlet.

Property owners on Myrtle avenue, between Campbell and Virginia streets, are trying to get together to have those three blocks of that thoroughfare paved as soon as the city council committee considers the work on Campbell street. Several of the property owners residing on that street, among them A. W. Coles, Floyd Payne, J. M. Dean and others, are behind the movement to improve the street.

Mr. and Mrs. Wessie Davis gave a delightful dinner at the St. Regis, complimentary to Mr. and Mrs. J. A. Sawyer, who have returned from a trip east.

Roy Brown, who has achieved the reputation of being perhaps the most powerful young pianist in El Paso, will leave this week for Austin, to share himself under the direction of a German professor, Emil Ludwig, who is well known throughout the country as a musician and instructor.

The A. L. L. Bridge what club met yesterday with Miss Annie LeBaron at her home on Montana street.

T. W. French, the assistant manager of the Copper Queen smelter at Douglas, was in El Paso yesterday.

Dr. W. L. Brown returned last night from a trip to Hot Springs, Ark. C. E. Hoot, representing the Mine and Smelter Supply company, El Paso, is now in Globe, Ariz.

Practice  
putting on—  
WEED Tire Chains  
in the Garage

It only takes a few moments to attach them when you know how. No jack required. Study the directions, illustrated on the right.

If you have never followed our instructions for attaching Weed Tire Chains, packed with every pair, you probably have fumbled around, got hot under the collar and falsely accused them of being a nuisance. Learn how easy it is to put Weed Chains on correctly—practice in the garage and instruct your wife, your sister or your daughter. It will repay you in security, satisfaction and comfort.

Weed Chains are also made to meet the demand for an efficient traction and anti-skid device for trucks equipped with single and dual solid tires or with the very large pneumatic tires. They are so constructed that they satisfactorily meet the requirements of heavy truck service in mud, sand or snow.

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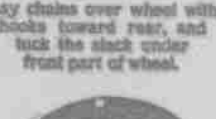
GENERAL SALES OFFICE: Grand Central Terminal, New York City  
DISTRICT SALES OFFICES:  
Boston, Chicago, Philadelphia, Pittsburgh, Portland, Ore., San Francisco

Observe these three  
fundamentals

Lay chains over wheel with hooks toward rear, and tuck the slack under front part of wheel.



Start car forward just enough to run over slack ends.



Hook chains as tightly as possible by hand.



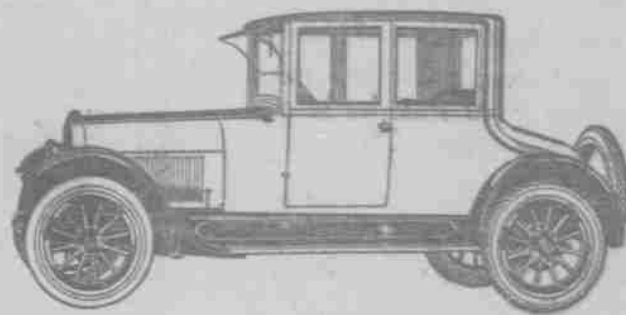
Do Not Anchor

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